



13 June 2013

The UN Decade of Action for Road Safety

SPEAKER: Dr. Bella Dinh-Zarr, Road Safety Director, FIA Foundation





DECADE OF ACTION FOR ROAD SAFETY 2011-2020

Transportation Librarians Roundtable

June 13, 2013

T. Bella Dinh-Zarr, PhD, MPH
Make Roads Safe
and the FIA Foundation



MAKE ROADS SAFE

The Campaign for Global Road Safety



An international advocacy campaign to raise public and political awareness about road traffic injuries and deaths, which successfully led to the UN declaring a Decade of Action for Road Safety 2011-2020.

FIA Foundation

An independent philanthropy dedicated to preventing road traffic injuries and deaths and which manages *pro bono* The Road Safety Fund with the World Health Organization (WHO).





DECADE OF ACTION FOR ROAD SAFETY 2011-2020

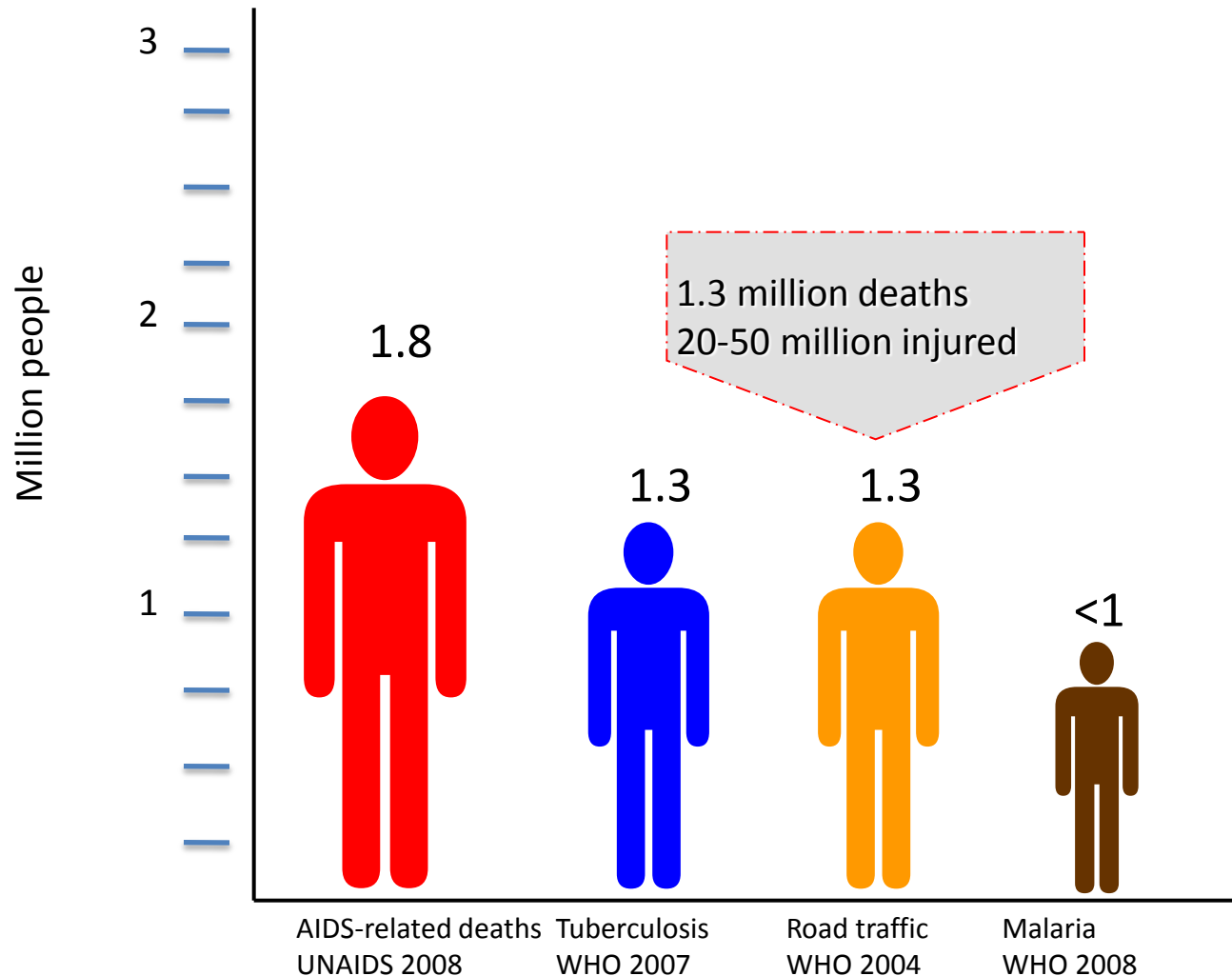
“Road safety is important to our health, our economy, and our quality of life, and I am committed to improving transportation safety for all people. Let’s work together to MAKE ROADS SAFE, for our nation and for the world.”

The Honorable Norman Y. Mineta

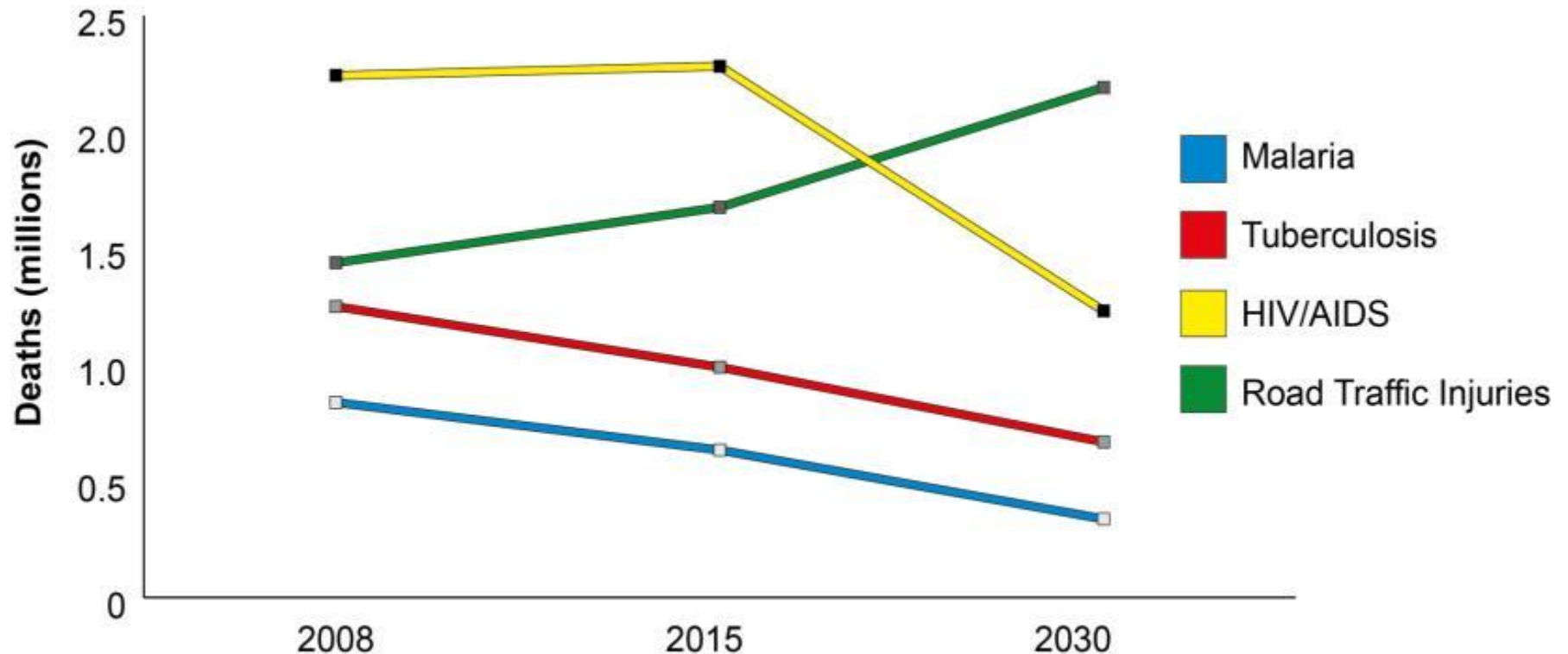
Honorary Chairman, Make Roads Safe North America
U.S. Secretary of Transportation (2001-2006)
U.S. Secretary of Commerce (2000-2001)
Member, Commission for Global Road Safety



Road traffic deaths: 1.3 M per year



Dangerous overtaking – predictions of global mortality

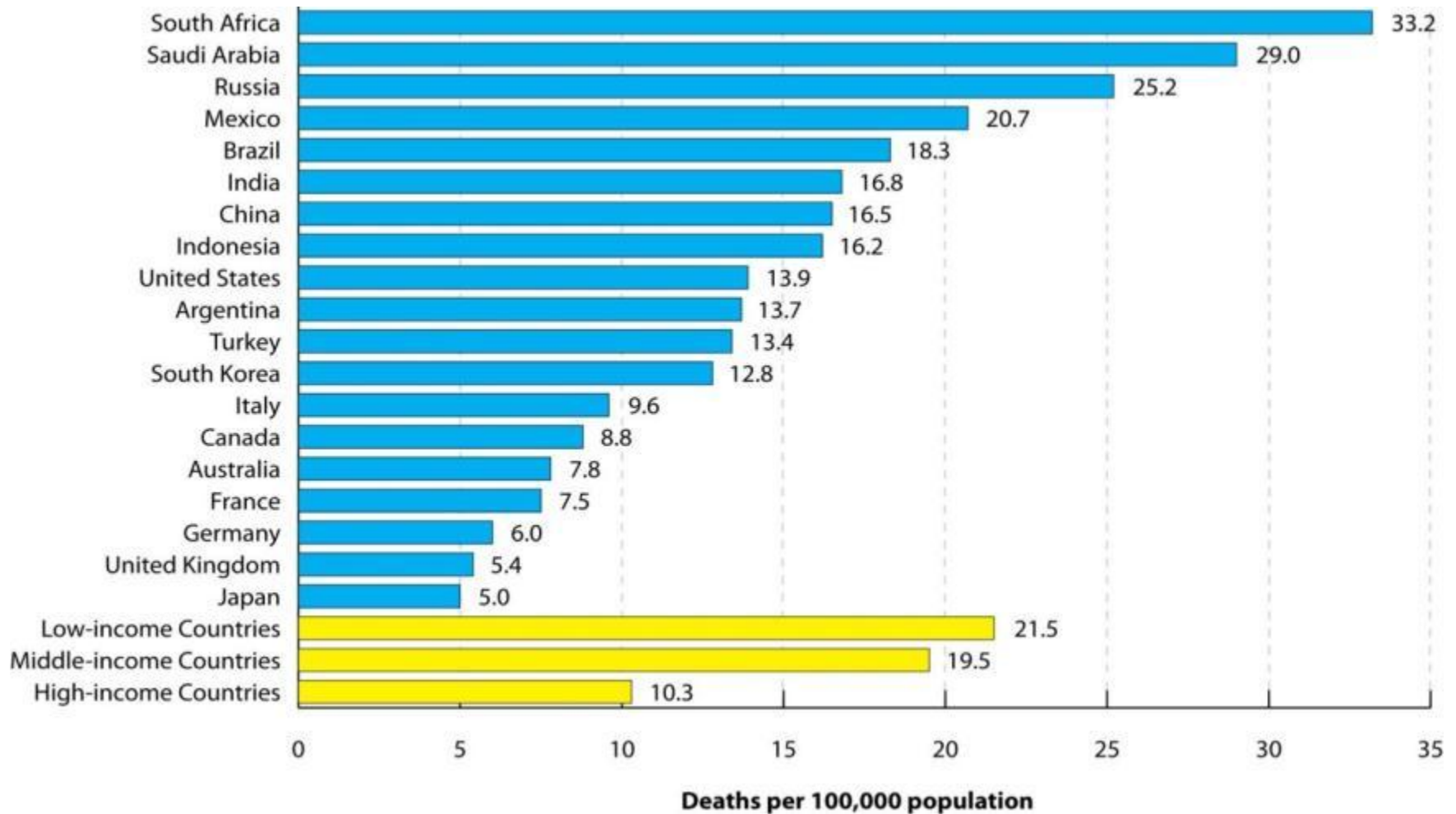


Source: WHO Global Burden of Disease 2008



≡ MAKE ROADS SAFE

G20 countries - road traffic death rates – a concern for everyone



WHO Global Status Report, 2009

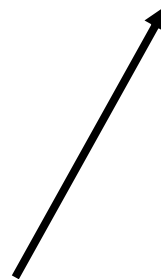
Traffic deaths and injuries: a worldwide epidemic



2004

2030

Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Lower respiratory infections
4	Chronic obstructive pulmonary disease
5	Diarrhoeal diseases
6	HIV/AIDS
7	Tuberculosis
8	Trachea, bronchus, lung cancer
9	Road traffic injuries
10	Prematurity & low-birth weight

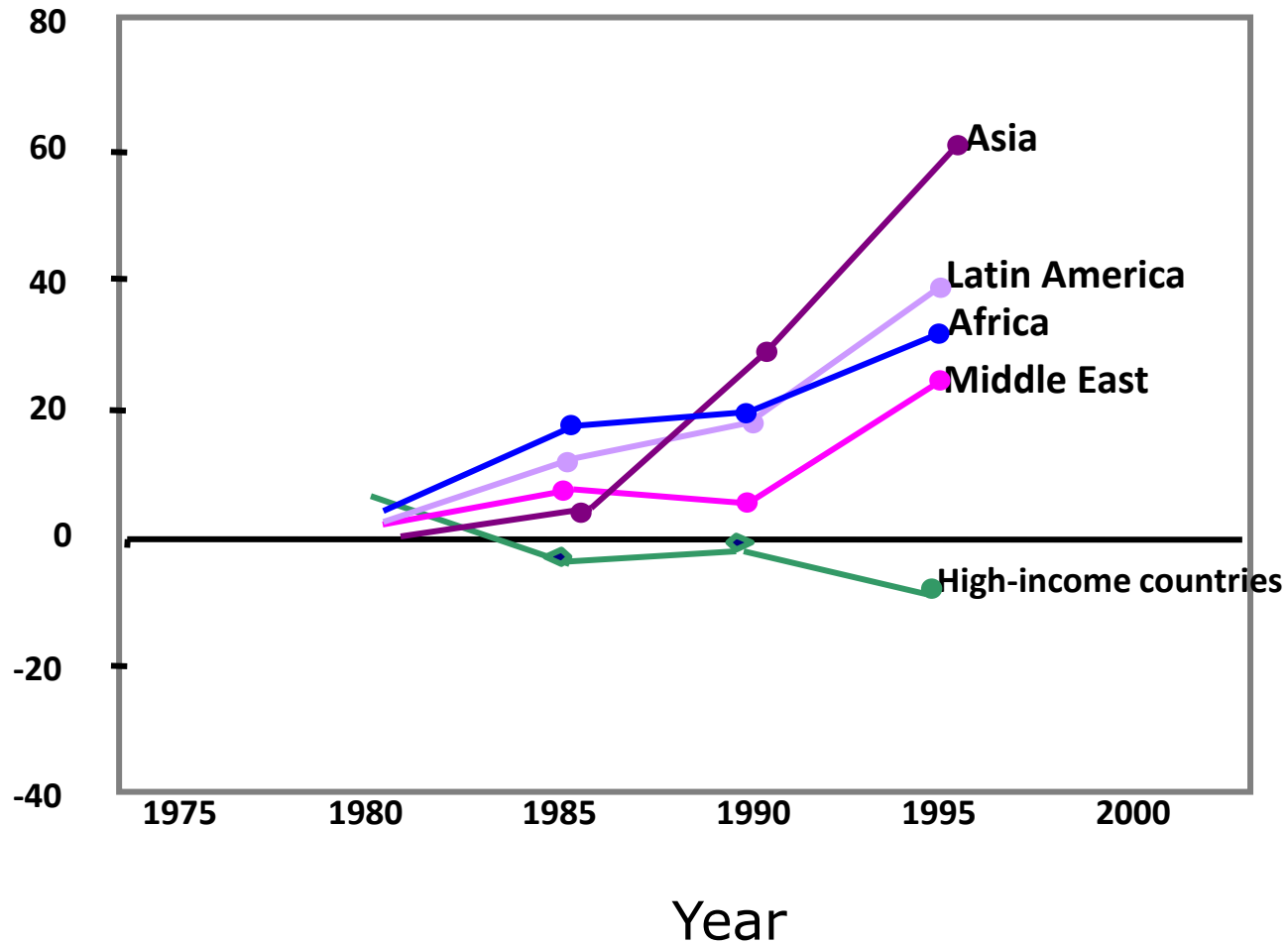


Rank	Disease or Injury
1	Ischaemic heart disease
2	Cerebrovascular disease
3	Chronic obstructive pulmonary disease
4	Lower respiratory infections
5	Road traffic injuries
6	Trachea, bronchus, lung cancer
7	Diabetes mellitus
8	Hypertensive heart disease
9	Stomach cancer
10	HIV/AIDS



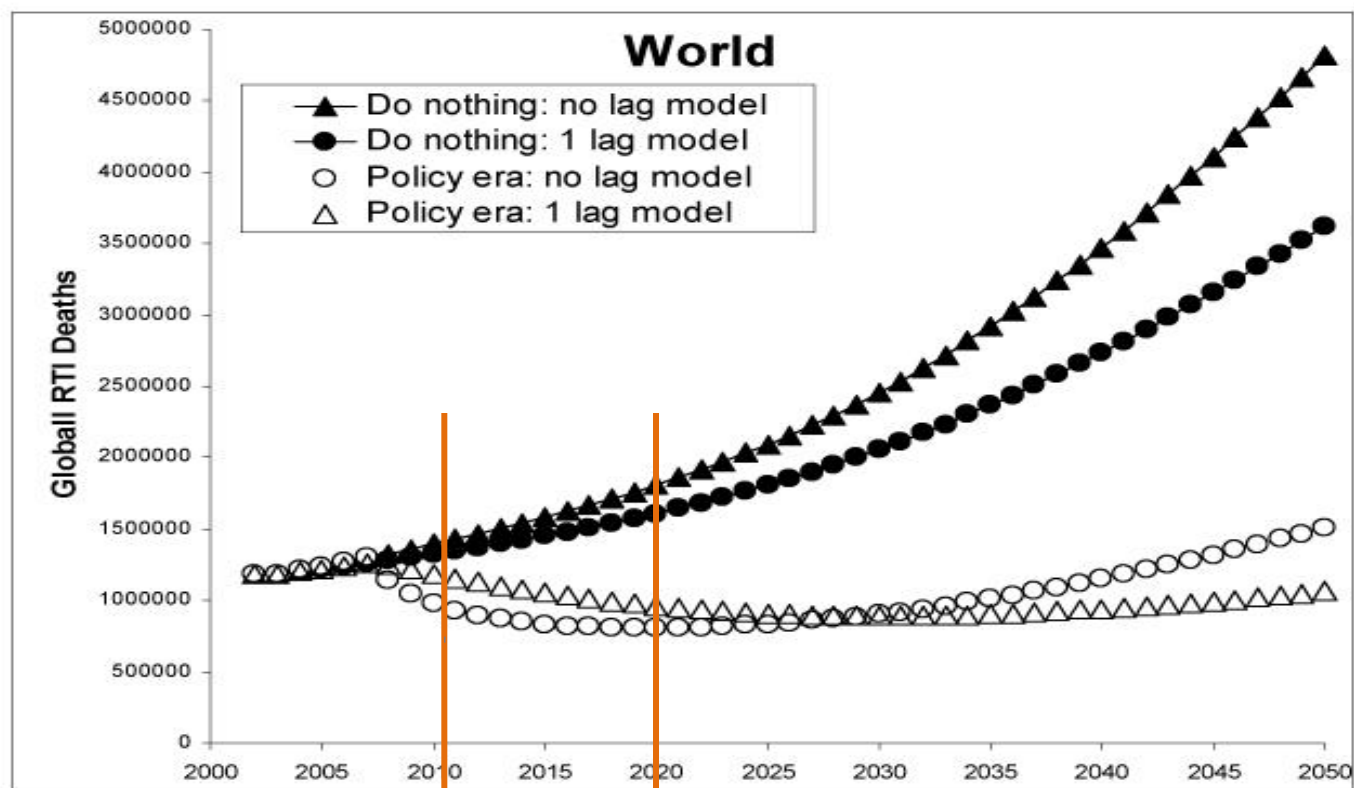
Global Change in Traffic Fatalities per 100,000 pop

Percent Change



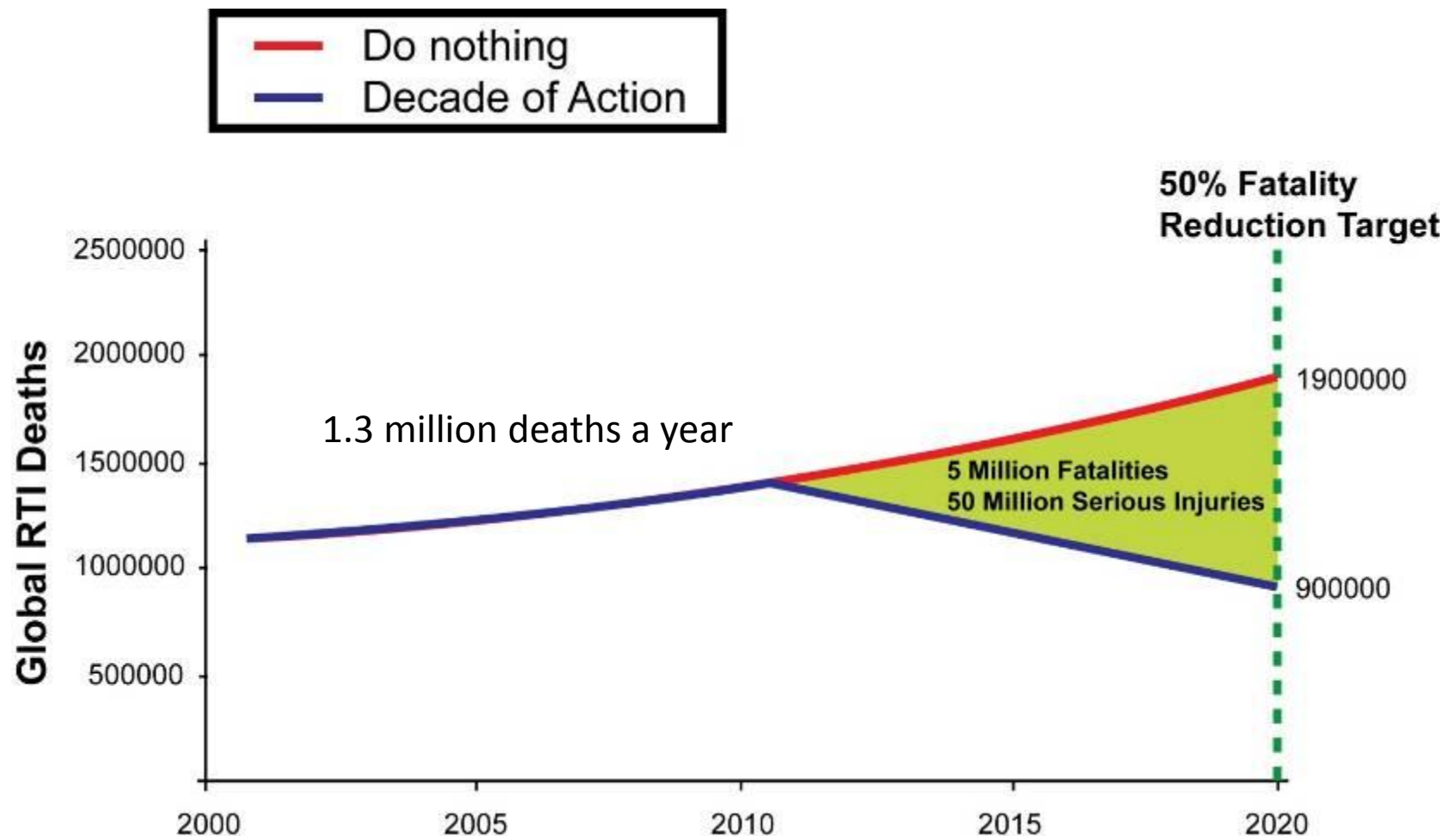
TRL, 2000

Harvard Projections on Road Deaths



Source: Kavi Bhalla¹, Saeid Shahraz¹, Mohsen Naghavi², Christopher Murray²
¹Harvard University Initiative for Global Health, Cambridge, Massachusetts, USA
²Institute for Health Metrics and Evaluation, Seattle, Washington, USA

The Potential of a Decade of Action for Road Safety



Guria, J. for CGRS, 2009

≡ MAKE ROADS SAFE

We can save 5 million Lives in 10 years.

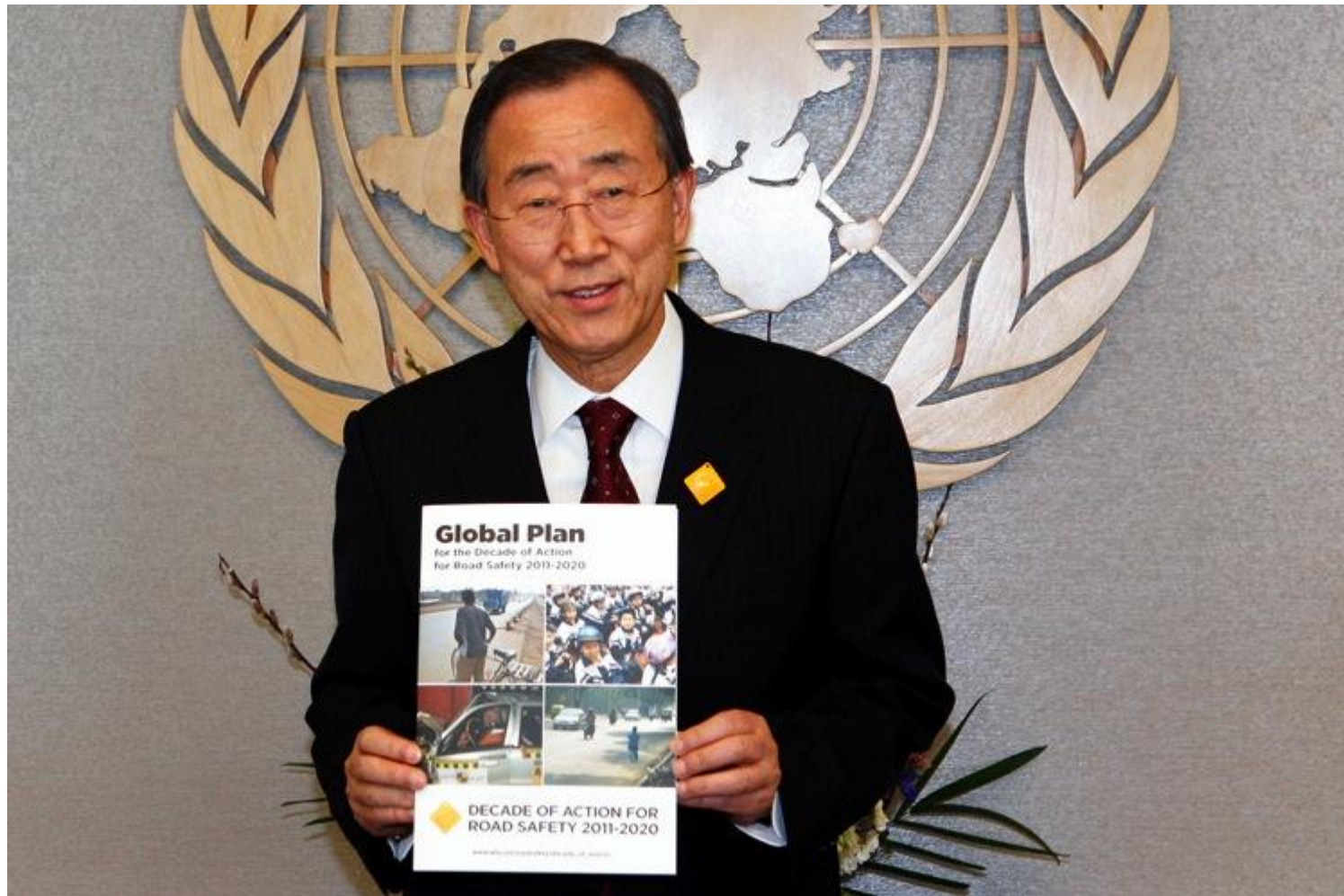






UNITED NATIONS GENERAL ASSEMBLY, 2nd March 2010:

***“Proclaims the period 2011-2020 as the Decade of Action for Road Safety,
with a goal to stabilize and then reduce
the forecast level of road traffic fatalities around the world”***



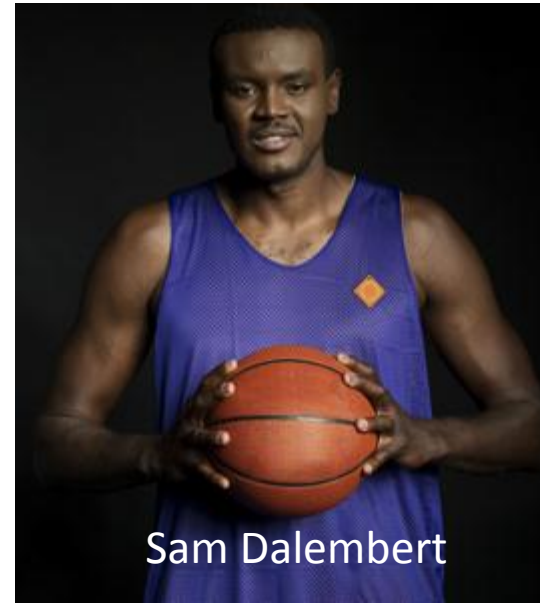
“It is totally unacceptable that more than one million people die on the roads and more than fifty million are injured. The human costs are profound. Through the United Nations Decade of Action for Road Safety, I sincerely hope that we can save human lives.”

- Ban Ki-moon, UN Secretary General





The Decade Tag: the new global symbol for road safety



Sam Dalembert



Bob Geldof



President Clinton &
Mayor Bloomberg



Aung San Suu Kyi



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global | road safety

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Grover gives a
thumbs-up to safe
streets for children
everywhere.





May 11, 2011
Decade of Action
for Road Safety 2011-
2020
launched in
110 countries





ROAD SAFETY FUND

- Managed *pro bono* by FIA Foundation – UK registered, self financed philanthropy – and the UN's World Health Organization (WHO)
- 100% of donations go to safety projects (no management fees - FIA Foundation is also a donor).
- Donors get “double benefit” of donating to a worthy project and being Road Safety Fund member.
- www.roadsafetyfund.org

Invest in Life

Support the Decade of Action
for Road Safety 2011-2020

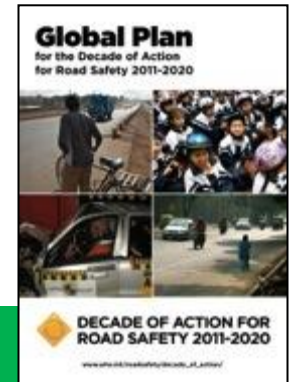


**ROAD SAFETY
FUND**

www.roadsafetyfund.org



DECADE ACTION PLAN



Five pillars for a Safe Systems approach

Build Capacity



Safer Roads & Mobility



Safer Vehicles



Safer User behavior



Post-crash response



www.who.int/roadsafety/decade_of_action/

Global Helmet Vaccine Initiative (helmetvaccine.org)

Helmets = Vaccines against head injury

In Vietnam, the motorbike is the “family car.”



Motorcycle safety campaigns in Vietnam

HELMETVACCINE.ORG



- Low-cost tropical weight helmets manufactured and disseminated in Vietnam; school-based traffic safety education
- Helmet laws increased use from 10% to 90%; 12% reduction in deaths and 24% reduction in injuries (\$200M saved in first year by Vietnamese government in health care cost, lost income, etc.)





Road Safety Education in Schools (Sub-Saharan Africa) -- AMEND.ORG

- Knowledge retention surveys show that the program (taught in local languages) increases children's knowledge of road safety information that can help them stay safe on Africa's dangerous roads.



Follow the Global Alliance for Road Safety (GARS) on Facebook, Twitter, and YouTube.



"Tunataka Tuta" = "We want bumps" in Swahili.

Global New Car Assessment Program

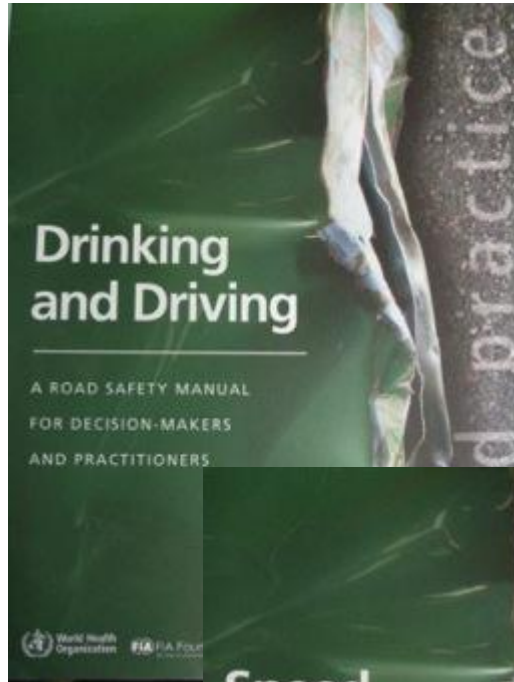
- Crash testing cars in developing countries (fastest growing markets)
- Latin NCAP (first in Latin America)
- GLOBALNCAP.ORG



Decade of Action for Road Safety Goal: Save 5 million lives and prevent 50 million injuries over 10 years



Good Practice Manuals



Sesame Workshop 30 Second Videos



Resources

- [**www.decadeofaction.org**](http://www.decadeofaction.org)
- [**www.makeroadssafe.org**](http://www.makeroadssafe.org)
- [**www.who.int/roadsafety**](http://www.who.int/roadsafety)
- [**www.longshortwalk.org**](http://www.longshortwalk.org)
- [**www.sesameworkshop.org/what-we-do/our-initiatives/road-safety/**](http://www.sesameworkshop.org/what-we-do/our-initiatives/road-safety/)
- [**www.irtad.net**](http://www.irtad.net)
- [**www.healthmetricsandevaluation.org/gbd**](http://www.healthmetricsandevaluation.org/gbd)
- **TRB Global Road Safety Subcommittee**



Global Road Safety Week – May 2013

www.mylongshortwalk.org

THE LONG SHORT WALK

*Join the Worldwide Walk and Roll
for Road Safety!*

About

Register

Walks

OUR GOAL IS SAFE ROADS FOR ALL

Total Number of
GROUPS: **207**

Total Number of
PEOPLE: **42,006**

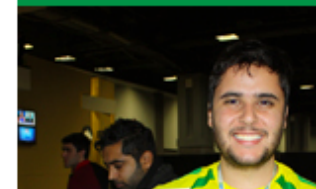
Total Number of
KILOMETERS
TO BE WALKED: **137,472**

*Register
your Walk!*



#walksafe

View THE LONG
SHORT
WALK





WORLD WALK FOR ROAD SAFETY

We're walking to...

Save Lives Globally

OUR GOAL IS SAFE ROADS FOR ALL.

THE LONG
SHORT
WALK

YELLOW DIAMOND

NELSON
MANDELA
100

Global Walks
with Safety Walks

If you want to go fast, go alone.
If you want to go far, go together.





DECADE OF ACTION FOR ROAD SAFETY 2011-2020

**Let's Save 5 Million Lives
Together.**

THANK YOU

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